



WJLA
1100 Wilson Blvd 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

SRH Media Inc.
2204 Countryside Drive
Silver Springs, MD 20905

Contract # 196238

Schedule Dates 09/19/12-09/25/12
Advertiser Sobhani for Senate (16132)
Agency SRH Media Inc. (3168)
Product Political-Political (1088)
Brand Sobhani 9/19-9/25/12 (71761)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Hazelton, Steve
Phone/Fax /
CPE SOBHANI/US SENATE MD/9/19-9/25/12
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 09/18/12
Last Modified 09/18/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,776.25
Net Total \$72,398.75
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Sep. 2012
Grand Total: 49 \$85,175.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/19/12-09/21/12	4	:30	6:59A-ABC-GOOD MORNING AMERICA				1	1	1			3	\$1,300.00	\$3,900.00	WJLA Arlington (WJLA)		9/18/12
2.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	11:59A-NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$900.00	\$2,700.00	WJLA Arlington (WJLA)		9/18/12
3.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	4:58P-NEWS-ABC 7 NEWS @ 5P				1	1	1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		9/18/12
4.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	5:59P-NEWS-ABC 7 NEWS @ 6P				1	1	1			3	\$2,400.00	\$7,200.00	WJLA Arlington (WJLA)		9/18/12
5.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	7:27P-JEOPARDY				1	1	1			3	\$4,400.00	\$13,200.00	WJLA Arlington (WJLA)		9/18/12
6.0	Normal Line / SPOT	09/21/12-09/21/12	3	:30	11P-NEWS-ABC 7 NEWS @ 11P						1			1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
7.0	Normal Line / SPOT	09/19/12-09/20/12	3	:30	11P-NEWS-ABC 7 NEWS @ 11P				1	1				2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		9/18/12
8.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	11:35P-ABC-ABC NIGHTLINE				1		1			2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		9/18/12
9.0	Normal Line / SPOT	09/20/12-09/20/12	3	:30	11:35P-ABC-ABC NIGHTLINE						1			1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/18/12

CONFIRMATION CONTRACT

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10.0	Normal Line / SPOT	09/19/12-09/21/12	3	:30	6:30A- NEWS-GOOD MORNING WASHINGTON @430A				1	1	1			3	\$75.00	\$225.00	WJLA Arlington (WJLA)		9/18/12
11.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$500.00	\$500.00	WJLA Arlington (WJLA)		9/18/12
12.0	Normal Line / SPOT	09/22/12-09/22/12	3	:30	7:29P- JEOPARDY WEEKEND							1		1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/18/12
13.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$450.00	\$450.00	WJLA Arlington (WJLA)		9/18/12
14.0	Normal Line / SPOT	09/23/12-09/23/12	3	:30	6P- ABC-ABC WORLD NEWS TONIGHT							1		1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		9/18/12
15.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	11:02P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/18/12
16.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	5P- NEWS-SUNDAY ABC 7 NEWS @ 5P							1		1	\$450.00	\$450.00	WJLA Arlington (WJLA)		9/18/12
17.0	Normal Line / SPOT	09/24/12-09/25/12	4	:30	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$1,300.00	\$2,600.00	WJLA Arlington (WJLA)		9/18/12
18.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1						2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		9/18/12

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19.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	2P-ABC-GENERAL HOSPITAL	1	1	1						2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		9/18/12
20.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	4-58P-NEWS-ABC 7 NEWS @ 5P	1	1	1						2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
21.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	5-59P-NEWS-ABC 7 NEWS @ 6P	1	1	1						2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		9/18/12
22.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	6-58P- WHEEL OF FORTUNE	1	1							1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/18/12
23.0	Normal Line / SPOT	09/24/12-09/25/12	3	:30	7-27P- JEOPARDY	1	1	1						2	\$4,400.00	\$8,800.00	WJLA Arlington (WJLA)		9/18/12
24.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
25.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1	1							1	\$3,200.00	\$3,200.00	WJLA Arlington (WJLA)		9/18/12
26.0	Normal Line / SPOT	09/25/12-09/25/12	3	:30	11-35P- ABC-ABC NIGHTLINE	1	1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/18/12
27.0	Normal Line / SPOT	09/24/12-09/24/12	3	:30	11-35P- ABC-ABC NIGHTLINE	1	1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		9/18/12

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28.0	Normal Line / SPOT	09/24/12-09/25/12	4	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	1	1							2	\$75.00	\$150.00	WJLA Arlington (WJLA)		9/18/12

196238

Date: 9/18/201

Total Spots

WJLA-TV

w-f 5a-6a	\$600.00	30	0	0	0	0	0	0	0
gm w									0
w-f 6a-7a	\$1,000.00	30	0	0	0	0	0	0	0
gmw									0
w-f 7a-9a	\$1,300.00	30	1	1	✓	0	0	0	3
gma									
w-f 9a-10a	\$800.00	30	0	0	0	0	0	0	0
live with kelly									
w-f 10a-11a	\$700.00	30	0	0	0	0	0	0	0
rachael ray									
w-f 11a-12n	\$2,800.00	30	0	0	0	0	0	0	0
the view									
w-f 12n-12:30p	\$900.00	30	1	1	✓	0	0	0	3
noon news									
w-f 12:30p-1p	\$800.00	30	0	0	0	0	0	0	0
millionaire									
w-f 3p-4p	\$1,200.00	30	0	0	0	0	0	0	0
anderson									
w-f 4p-5p	\$1,600.00	30	0	0	0	0	0	0	0
katie couric									
w-f 5p-6p	\$1,600.00	30	1	1	✓	0	0	0	3
news									
w-f 6p-6:30p	\$2,400.00	30	1	1	✓	0	0	0	3
news									
w-f 7p-7:30p wheel	\$4,000.00	30	0	0	0	0	0	0	0

Date: 9/18/201

Bill To:

9/19/2012

9/25/2012

Affiliation: ABC

Phone:

Fax:

WJLA-TV

wkend news

Date: 9/18/201

Bill To:

Vendor: WJLA

9/25/2012

Affiliation: ABC

Phone:

Fax:

	Wed	Thu	Fri	Sat	Sun	Mon	Tue
Days	9/19	9/20	9/21	9/22	9/23	9/24	9/25
Dur							

Total Spots

WJLA-TV

	Su	M	Tu	We	Th	Fri	Sa	Su
Su 7p-8p aſv	\$2,500.00							
Su 11p-12:05a news	\$800.00							
M-F 6:27p-6:30p world news	\$3,500.00							
Sa 12n-12:30p College Football	\$1,400.00							
Sa 3:30p-7p College Football	\$5,000.00							
Sa 8p-11:30p NCAAF	\$7,500.00							
Su 5p-6p news	\$450.00							
M-Tu 7a-9a GĐ MRN AMR-ABC	\$1,300.00							
M-Tu 12n-12:30p ABC7 NWS AT 12	\$900.00							
M-Tu 3p-4p GENRL HOSPITAL	\$1,200.00							
M-Tu 5p-6p ABC7 NWS AT 5	\$1,600.00							
M-Tu 6p-6:30p ABC7 NWS AT 6	\$2,400.00							
M-Tu 7p-7:30p WHEEL-FORTNE	\$4,000.00							

Sobhani Sept. 19-25 WJLA Revisions

Date: 9/18/201

Client: Sobhani
Media: TV
Product: N/A
Primary Demo: Adults 35+

Flight Start Date: 9/19/2012
Flight End Date: 9/25/2012

Vendor: WJLA

Bill To:

Affiliation: ABC

Phone:
Fax:

Daypart	COST	Days	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
		Dur	9/19	9/20	9/21	9/22	9/23	9/24	9/25	Spots

Washington, DC Oct12 Proj. (Oct11 HUT, May12 SHR) DMA Nielsen Live Only

WJLA-TV										
M-Tu 7:30p-8p	\$4,400.00	30	0	0	0	0	0	1	1	2
JEOPARDY<								✓	✓	
M-Tu 11p-11:35p	\$3,200.00	30	0	0	0	0	0	1	1	2
ABC7 NWS AT 11<								✓	✓	
M-Tu 11:35p-12:05a	\$1,000.00	30	0	0	0	0	0	1	1	2
ABC-NITELINE<								✓	✓	
M-Tu 4:30a-5a	\$75.00	30	0	0	0	0	0	1	1	2
GOOD-WASH 430A								✓	✓	
Total Spots:		8	8	8	3	3	9	10		49

Total Cost: \$85,175.00
Total
SEP 12 \$85,175.00

49